

ORDER



Orders	Order / Rev:	169826
	Alt Order #:	06868878
	Product Desc:	TAMMY BALDWIN
	Estimate:	
	Flight Dates:	10/30/12 - 11/06/12
	Original Date / Rev:	10/29/12 / 11/02/12
	Order Type:	GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE:	Anjie Brady
Sales Office:	P-PHL
Sales Region:	National

Agency	Name:	Shorr, Johnson, Magnus
	Buying Contact:	Mike D'ettorre
	Billing Contact:	
		1831 Chestnut St Ste 602
		Philadelphia, PA 19103

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Tammy Baldwin 4 Senate
	Demographic:	A35+
	Product Codes:	PL1
	Priority:	4
	Revenue Codes:	AGY, POL, CAND

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	19	\$12,150.00	\$10,327.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	19	\$12,150.00	\$10,327.50	0.00
Totals	19	\$12,150.00	\$10,327.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjie Brady			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	20%	\$12,150.00
Market	100%	\$60,750.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	32%	\$19,440.00
KMSP	7%	\$4,252.50
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	41%	\$24,907.50
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	M	10/30/12	11/02/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	-TWTF--	:30	4	\$250.00	3	0.00	NM	4	\$1,000.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-TWTF--			4		\$250.00		0.00				
E 2	M	11/05/12	11/06/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	MT-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
AM NEWS															

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Advertiser: Tammy Baldwin 4 Senate
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KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	M	11/05/12	11/06/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	MT-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					1	\$250.00		0.00			
E 3	M	10/30/12	11/02/12	M-F GMA M-F GMA	CM	7-9a	-TWTF--	:30	8	\$400.00	3	0.00	NM	4	\$1,600.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					8	\$400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	M	10/29/12-11/04/12		M-F GMA			7-9a	-TWThF----	:30	(\$400.00)		0.00	NM		
Credited															
4	M	10/29/12-11/04/12		M-F GMA			7-9a	-TWThF----	:30	(\$400.00)		0.00	NM		
Credited															
7	M	10/29/12-11/04/12		M-F GMA			7-9a	-TWThF----	:30	(\$400.00)		0.00	NM		
Credited															
8	M	10/29/12-11/04/12		M-F GMA			7-9a	-TWThF----	:30	(\$400.00)		0.00	NM		
Credited															
E 4	M	11/05/12	11/06/12	M-F GMA M-F GMA	CM	7-9a	MT-----	:30	2	\$400.00	3	0.00	NM	0	\$0.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	11/05/12-11/11/12		M-F GMA			7-9a	MT-----	:30	(\$400.00)		0.00	NM		
Credited															
2	M	11/05/12-11/11/12		M-F GMA			7-9a	MT-----	:30	(\$400.00)		0.00	NM		
Credited															
E 5	M	10/30/12	11/02/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	-TWTF--	:30	8	\$450.00	3	0.00	NM	2	\$900.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					8	\$450.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	M	10/29/12-11/04/12		M-F 6-7a News			6-7a	-TWThF----	:30	(\$450.00)		0.00	NM		
Credited															
3	M	10/29/12-11/04/12		M-F 6-7a News			6-7a	-TWThF----	:30	(\$450.00)		0.00	NM		
Credited															
4	M	10/29/12-11/04/12		M-F 6-7a News			6-7a	-TWThF----	:30	(\$450.00)		0.00	NM		
Credited															
5	M	10/29/12-11/04/12		M-F 6-7a News			6-7a	-TWThF----	:30	(\$450.00)		0.00	NM		
Credited															
6	M	10/29/12-11/04/12		M-F 6-7a News			6-7a	-TWThF----	:30	(\$450.00)		0.00	NM		
Credited															
7	M	10/29/12-11/04/12		M-F 6-7a News			6-7a	-TWThF----	:30	(\$450.00)		0.00	NM		
Credited															
E 6	M	11/05/12	11/06/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	MT-----	:30	2	\$450.00	3	0.00	NM	0	\$0.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$450.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	11/05/12-11/11/12		M-F 6-7a News			6-7a	MT-----	:30	(\$450.00)		0.00	NM		
Credited															
2	M	11/05/12-11/11/12		M-F 6-7a News			6-7a	MT-----	:30	(\$450.00)		0.00	NM		
Credited															
E 7	M	10/30/12	11/02/12	M-F The View M-F The View	CM	10-11a	-TWTF--	:30	2	\$350.00	3	0.00	NM	0	\$0.00

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 Product Desc: TAMMY BALDWIN
 Estimate:

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF--		2				\$350.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	10/29/12-11/04/12		M-F The View		10-11a	- TWThF----	:30		(\$350.00)		0.00	NM		
Credited															
2	M	10/29/12-11/04/12		M-F The View		10-11a	- TWThF----	:30		(\$350.00)		0.00	NM		
Credited															
E 8	M	11/05/12	11/06/12	M-F The View	CM	10-11a	MT-----	:30	1	\$350.00	3	0.00	NM	1	\$350.00
				M-F The View											
THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----		1				\$350.00		0.00			
E 9	M	10/30/12	11/02/12	M-F,Su Late News	CM	10-1035p	- TWTF--	:30	2	\$900.00	3	0.00	NM	0	\$0.00
				M-F, Su 10-1035p											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF--		2				\$900.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	10/29/12-11/04/12		M-F,Su Late News		10-1035p	- TWThF----	:30		(\$900.00)		0.00	NM		
Credited															
2	M	10/29/12-11/04/12		M-F,Su Late News		10-1035p	- TWThF----	:30		(\$900.00)		0.00	NM		
Credited															
E 10	M	11/04/12	11/04/12	Su Late News	CM	10-1035p	-----S	:30	1	\$900.00	4	0.00	NM	1	\$900.00
				Su 10-1035p											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$900.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	10/29/12-11/04/12		Su Late News		10-1035p	-----Su	:30		(\$900.00)		0.00	NM		
See MG 10.2															
[PE At order entry--tp sold out at rate]															
2	M	10/29/12-11/04/12		Su 1035-1105p Nws		1035-1105p	-----Su	:30		\$900.00		0.00	NM		
Ⓜ MG for 10.1 11/04															
E 11	M	11/05/12	11/05/12	M-F,Su Late News	CM	10-1035p	M-----	:30	1	\$900.00	3	0.00	NM	0	\$0.00
				M-F, Su 10-1035p											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$900.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	11/05/12-11/11/12		M-F,Su Late News		10-1035p	M-----	:30		(\$900.00)		0.00	NM		
Credited															
N 12	M	11/03/12	11/03/12	Sa 6-7a	CM	6-7a	-----S-	:30	1	\$350.00	2	0.00	NM	1	\$350.00
				Sat 6a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1				\$350.00		0.00			
N 13	M	10/31/12	10/31/12	Wed Spcl 4	CM	7-730p	--W----	:30	1	\$2,750.00	3	0.00	NM	1	\$2,750.00
				Great Pumpkin/Neighbors											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----		1				\$2,750.00		0.00			
N 14	M	11/03/12	11/03/12	Lt News Delay ABC Spo	CM	1030-1105p	-----S-	:30	1	\$800.00	2	0.00	NM	1	\$800.00
				Late News Delayed											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1				\$800.00		0.00			
N 15	M	11/03/12	11/03/12	11a-230p College FB	CM	11a-230p	-----S-	:30	1	\$750.00	3	0.00	NM	1	\$750.00
				ABC College Football											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1				\$750.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	10/29/12-11/04/12		11a-230p College FB		11a-230p	-----Sa--	:30		\$750.00		0.00	NM		

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Advertiser: Tammy Baldwin 4 Senate
 Product Desc: TAMMY BALDWIN
 Estimate:

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N16	M	11/04/12	11/04/12	Su Late News Su 10-1035p	CM	10-1035p	-----S	:30	1	\$1,900.00	2	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$1,900.00		0.00						
N17	M	11/03/12	11/03/12	Sa 6-630p Sa 6-630p	CM	6-630p	-----S-	:30	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$600.00		0.00						
Totals													19	\$12,150.00	